

#3: Money Making Beliefs



Full Episode Transcript

With Your Host

Debbie Sassen

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Welcome to *Mastering Money in Midlife*, a podcast for midlife women in business to overcome financial anxiety and make more money without burning out or sacrificing their families. Join certified life and money coach Debbie Sassen, as she shares practical business strategies and mindset shifts, that help you dissolve the money blocks that keep you stuck in a cycle of underearning and under-saving, sabotage the growth of your business, and prevent you from building the wealth that you desire.

Hello, my friends, and welcome to episode three. It's hard to believe that I am already three episodes in. But I am! It's so much fun. It's mid-November when I am recording this podcast. And by the time it drops, it is going to be the last week in November. Maybe you are getting ready for Thanksgiving, or you're looking forward to the Jewish holiday of Hanukkah. Whatever it is, we are in November, and that means we are almost at December 1st. I am really looking forward to December because my dad and stepmom are flying from Las Angeles to Israel and they're coming to visit me, yay! It's been two and a half years since I hugged my daddy. And I am a daddy's little girl, and this corona has really cramped my style, let's say, in terms of visiting my family and being connected. Of course, we have zoom, and we have the phone and whatever else.

But it's not the same as a daddy's little girl getting a bear hug from her daddy. And I just want to explain one little thing about the terminology I use around my dad and stepmom. I actually call them my parents. I have a mom. She actually passed away nearly eight years ago. But I always refer to them as my mom and my parents, which is confusing for some people. But I never liked the term stepmom. It kind of has that Cinderella, wicked stepmom feels to it. And my dad's wife just seems so like distant, like, very far away. We have always had a great relationship, and Dianne has been in my life for more than 40 years, and my dad and stepmom are my parents and so if you ever hear me talking about them, don't be confused. I don't

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know why you would be unless I just confused you. But now you know that is who is coming, and I am so excited. Yay.

One of the most important money-making lessons that I learned was actually from my dad. Which is why I had to talk about him today. Because my dad was laid off. He was made redundant; he was fired when he was in his late 30s. And he built his own business. He went back to school and got an MBA. I remember him graduating, and we were all so proud of my dad when he got his MBA. And he built a big, beautiful, thriving business. And like most businesses, it went through its evolution and iteration, and we saw some interesting ideas and failures along the way, which we don't need to talk about. Something to do with, like, watches; If he is listening, he will have a good laugh on that. But what I learned from my dad is that you can start something new and something fresh. He actually was working for his father-in-law, my mom's dad. But as happens when divorces happen, relationships can get kind of sticky.

So, he found himself unemployed, and he took his great contacts—He's always been a people person. He took his strength and his resilience, and he created something new. And he sold his successful business three years ago, at the age of 80. And, you know what, maybe one day I will even have my dad on the podcast. I will interview him, and he will share his money-making ideas and beliefs, his tips and tricks, with us. And we can all enjoy his wisdom.

But for today, I am going to share what I know about making money with you. And that is that any negative things you are thinking about money and business will absolutely slow you down and sabotage your money-making and business growth. They absolutely will. Thinking negative thoughts about yourself, like you are not worthy, don't have anything to offer, and are not good enough. Or, thinking negative thoughts about your business, it's not growing fast enough, it should be growing faster, or thinking about

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money. That money is icky, and it's evil, that rich people are greedy, that for sure is going to slow you down.

Maybe it will even stop the flow of money to you. Or if you are having negative thoughts about your clients, the people in your network, the folks on your email list, or even negative thoughts about social media. Those are all self-sabotaging thoughts, and they are going to keep you small, safe, and stuck growing slowly. And they might even keep you broke. And those thoughts can be very sneaky. They might be showing up as, oh, I should really be more responsible with my money. Or I am doing something wrong. You might be thinking I am not meant to be successful. Everybody else can be successful, but I am not. It hasn't worked so far, so I just know I'm not meant to be successful.

Or you might be thinking I haven't signed a client in; I don't know, fill in the blank, a month, two months, three months. Y'all, these are crappy thoughts. And when they sneak up on you and you find yourself face down in a package of potato chips, or you are eating ice cream and watching Netflix. You gotta wrangle in your thoughts, and you got to do some thinking on purpose. And I want to make today's episode very actionable for you. So, I am going to share five money-making thoughts that you can think today. Number one, I have something valuable to offer.

Now, this is always true whether you are in business or not. Because you can call somebody up on the phone and say hello to them, brighten up their day, make them smile, and that is for sure something valuable. You can bake a batch of cookies. Your kids might come home from school and wonder what's going on in the middle of the day. It smells like delicious cookies. You might even offer some to your neighbor and brighten her day. And that is going to be valuable because you will share your goodness and your sweetness and make somebody's day happy.

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If you are in business, you have to remember the value you are offering by selling what you are selling. And it doesn't matter if you're in content writing, or you're a coach, or you're a photographer, or you're in personal styling. Whatever you are doing is helping somebody make their life better. You might be moving them towards more joy and happiness and pleasure in their life. You might be helping to bring them out of pain. Like, if you are a doctor, people come to you when they're in pain, and you are very, very valuable. Even if they're taking medicine that doesn't taste very good, right, like that is valuable because it will take them out of pain and bring them to health and happiness.

So, whatever you are doing in your business, you have to believe on purpose that what you are selling is valuable. And even if you don't have as many skills as somebody else, even if you think you need another certification to be better. Today, whatever you have is enough. You are valuable today, and you have to go out in the world selling what you are offering and believe truly down into your tippy-toes that it is valuable. All right. The second money-making belief that you can believe on purpose is that people want what you are offering. And this is true whether you have sold a hundred things or a thousand or whether you haven't even sold your first package, client, thingamajiggy yet.

And I like to think of J.K Rowling, the author of Harry Potter. She wrote this manuscript, she really believed hard in the value of what she was offering, and she went knocking on door after door after door, publisher after publisher; she went to 12 publishers who all said no. She kept believing hard in the value of her book. The 13th publisher said yes, and we all know the rest of the story—seven books later, a movie, a theme park. Harry Potter changed the lives of readers all over the globe. And, of course, it changed the life of JK Rowling.

I also like to think of Sarah Blakely, the billionaire founder of Spanx Shapewear for women. She also believed hard in the value of what she

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was creating. She was busy selling fax machines door to door. And in the evenings, she was designing, and she was even getting her own trademark on her Spanx Shapewear, and she had to find a manufacturer to produce her shapewear. And she knocked on door after door for hosiery mills, and many of them said no until she finally found the hosiery mill that was willing to manufacture her products. She didn't give up. She knew that she had a beautiful money-making idea. She went all the way, and of course, so many women around the globe are buying Spanx Shapewear, and Sarah Blakely has really changed the trajectory for the people in her business. She just sold part of her business and gifted all of her employees a \$10,000 cash gift and two first-class tickets to anywhere in the world. So, not only is she taking good care of her employees, but she is also helping women worldwide?

So, again even if you haven't sold one thing yet in your business, your people are out there. There are 7 billion people globally, and there's no way that you have tapped into all of them yet. So, keep believing your people want what you have to offer. And your job is to go out and find them. Money-making belief, number three, you are allowed to ask for money. Right, that is really an explosive idea that you are allowed to. But sometimes, your brain might have a pushback to this thought that you can ask for money. And it is going to show up in two sneaky ways. The first one is thinking that selling is sleazy. And people say this all the time, especially women. That's what I have witnessed in the Facebook Groups where I hang out, right?

Because they're imagining a used car salesman or some other sleazy salesperson who is trying to tell you fast and ram something down your throat, and it brings up all of this like, icky, angst stuff. Right? Cause' you're not that kind of person. You are not going to be fast-talking anybody. But when you are really, really believing that you have something amazing, and people want what you have to offer, and you're helping their life. You are changing it, and you are moving it from pain to pleasure somewhere along

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that spectrum. The best way for you to do that is to go out and sell what you are selling. When people pay for things, they value them even more. Here's actually a bonus thought that you could have; that is when people pay, they pay attention. And when they pay more, they pay more attention.

We don't value freebies very much. Imagine yourself in the supermarket sometimes different companies set up different tables and offer you a free taste of this new product they are developing. You walk by you are hungry, and you pick it up and taste it. You are like, okay, that is good. You don't rush to the refrigerator section or the freezer section most of the time and buy what they are selling. Or maybe you bought some makeup, some moisturizer, and they give you also a little freebie—one of those little packages where you have like a one-time use of the moisturizer. Either you put it into the drawer or use it, and then you forget about it. It doesn't change your life in any big and meaningful way.

But if there's something that you want and you go and spend money on it, you invest your time and energy going after the thing and bringing it into your life. You are going to value and appreciate it more. That's you as a consumer. Now, you as a seller, as a business owner, you have to believe that people want to pay you money, and you are allowed to ask them to pay you. The second one you might be having some push back from your brain is that this especially shows up for people in helping professions, therapists, healers, coaches, right? You want what you are offering to be affordable. You want it to be accessible to a lot of people as many people as possible.

So, you keep your prices low, and you don't want to ask for money. You are sort of thinking you should give away your stuff for free, right? But that's also going to hold you back because when people pay money, as I said, and get the help they want, they value it even more. And if you're not selling your stuff, you're not selling your services; people will not get the transformation they are after. In fact, if you are giving away too much of

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what you are offering, you can end up burnt out. You can end up resenting people. You might end up changing what you are doing altogether and moving into something else.

I like to think about making money because the more money I make, the more people I help, the more people I get to help. And this is really true because I help my clients, and when I make money, we always donate. Giving 10% at least of our income is a non-negotiable value for us. It is part of our religious beliefs and our value system, and when I make more money, I am giving away money to the people who really need it. And to the organizations and institutions who really need my money. So, the more money I make, the more money I pass on to people who can benefit so much from my donations.

And the third way that I get to help more people when I make more money is I buy things with my money. I become a conduit for money. I go to the supermarket, and I pass the money on. I buy clothing, I buy shoes, I buy education for my children, I buy gifts for people, I pay for electricity, I pay for water. There are so many ways that I pass money on, and the more money I make, the more money that I get to pass on. And in all of those different ways, I am leaving money in the hands of other people. And that's amazing because the money just keeps circulating around and around. This really leads to another belief about money that you get to believe is that there is an unlimited supply of money in the world, right? I believe that there is more than enough. There is an inexhaustible supply of money. We live in an abundant world. Just look around at the abundance of people, the abundance of cars, the abundance of trees, different kinds of trees, flowers, colors, the oceans, and all the different kinds of fish there are in the ocean. And look up at the heavens and look at all the stars. The creator who created this world is infinite. He is unlimited, and He has all the money, and He can give you all the money that you ask for and that you desire. He has no limits.

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So, you don't have to limit yourself. And if you believe that God—I like to call him God, you might be calling Him, source, spiritual power, but whatever it is, I believe that God wants me to succeed. He wants to shower me in his goodness and his blessings. And to think otherwise would be an error of thought. If I thought that God wants to trip me up, that He doesn't love me, that He doesn't want me to share what he has given me. He has given me this intuition, skills, and resources to believe that he doesn't want me to be successful, that he doesn't want to give me money, which wouldn't be serving me in any way, shape, or form. All right.

The money-making belief number five that you get to believe is that it is safe for you to have money. Now you might have a money story like I do that you have made mistakes, but if that money mistake is holding you back and you think you are not good with money, you are bad with money. You are not good with numbers. Like you don't need calculus to make money in your business. Even if you never succeeded in high school math if you know how to add and subtract, you know enough about money. Multiplication and division also help. None of us were born into this world with money skills. We came into the world blank slates. We talked about this in the last episode on the podcast. You have some skills that maybe you haven't mastered yet.

That's why you are here in this podcast. But if you are worried that because you have been bad in the past or not so good with your money in the past. You are not allowed to have money now. That's going to hold you back. So, you have to direct your mind to think, okay, there are some skills I haven't learned yet. Isn't that amazing? There's more life to live. I get to brush up on things about money, numbers, and math as I grow my business and serve the world. Or you might be thinking that it's not safe to have money because your family members are going to come and ask you for money. And I definitely had clients who had this situation. They were worried about their cousin, brother, mom, dad; someone would come and ask them for

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money if they found out that they had more. But here's the thing you get to pass some of the money on to help people. Just like I said, I love to donate at least 10% of my money. And if you have more money, you might also decide for you it makes sense.

You want to be able to pass some money on. Maybe it is to your family members. Maybe you want to make a donation. You also get to put boundaries around your money. Just because you have more money doesn't mean you have to give it all away. You're allowed to say no. And one of the best things you can do for yourself is to put boundaries around how much money you are allowed to have and how much money you want to give. And when you do that, it will feel so much safer for you to have more money. And another way people feel like it's not safe for them to have more money is if once upon a time they were hanging out with a crowd who was talking bad about money. Maybe they were more idealistic, wanted to live off the grid, or were anti-capitalist and were just talking about the man.

You might have been thinking once upon a time that it wasn't spiritual to have money. You didn't want to be materialistic. If you had some thoughts last year, five years ago, ten years ago, you had a network of people with whom you were connected, and having money was bad for that group. Something negative, something evil, but you have evolved and changed, and you have different thoughts about money today. It can feel really uncomfortable in your body when you are thinking about those people. You might be imagining that they're judging you for asking for money, for having a business, for showing up in a big way. They might be calling you a capitalist, a sellout; it's okay. You can feel that discomfort in your body. It might even be a little bit of you looking at yourself and judging yourself a little bit for changing the way you behaved. And you are not 100% sold yet on it. And that's okay. You get to work on believing that it is safe to have money. That nothing bad happens to people that have more money. And we have a lot of evidence looking out into the world. You just have to pick your people. Look at that beautiful example of Sarah Blakely, who sold part

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of her company and took such amazing care of Spanx employees. I mean, I wish I had been working there. Ten-thousand-dollar cash gift and two first-class airplane tickets. First-class to wherever I wanted in the world. Like just wow! When you have more money, you get to do so much good in the world.

So let me recap those five money-making beliefs that you can start thinking, on purpose. Number one, you have something valuable to offer. And that's really the basis for everything. If you are not believing and selling yourself really hard on what you are offering the world, it will be hard to sell it to other people. So, start at the beginning. Number two, believe that people want what you are offering, and they want to pay you money for it. Number three, you're allowed to ask people to pay you money. Number four, we live in an abundant world created by an infinite creator. There's absolutely no limit to how much He can give you. And He wants to give it to you. And Number five, it's safe to have money.

Take those sentences, write them down in your journal every day. Print them out from the show notes and read them every day. Spend some time thinking about money-making beliefs. There's absolutely no downside. I mean, the worst thing that could happen is that you are in exactly the same place you are right now. That doesn't sound so bad to me. But the best thing that could happen is that you start believing new money-making beliefs, and you watch your money, your business, your life, the big impact you are having in the world change forever.

All right, my friends, that's what I have for you today, and I look forward to seeing you in the next episode. To celebrate the launch of the show, I'm giving away five popular business and money books, including my book *The 1K Investor*, simple, smart steps to start investing with a thousand dollars or less. I'll be awarding five lucky listeners who follow, rate and review the show. It doesn't have to be a 5-star review, although I sure hope you love the show. I want your honest feedback, so I can create an

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awesome show that provides tons of value. So go visit MasteringMoneyInMidlife.com/podcastlaunch to learn more about the contest and how to enter. I'll be announcing the winners on the show in an upcoming episode. Thank you, and bye for now.

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